



**University of North Carolina at Greensboro**  
Bryan School of Business and Economics  
Department of Marketing, Entrepreneurship, Hospitality and Tourism

**Course:** MKT 429-02, Advanced Marketing Management, Three Credits, Spring 2023

**Class Times:** Tues/Thurs from 11 am – 12.15 pm in Bryan 205

**Instructor:** Mrs. Sara MacSween, office in Bryan 352, [sbmacswe@uncg.edu](mailto:sbmacswe@uncg.edu)

**Communications:** Email preferred, include class in subject line

**Office Hours:** Tuesday and Thursdays from 8 – 9 am and 3.30 – 4.30 pm; email to schedule a Zoom meeting on another day/time

**Text:** Mimic Marketing Management, ISBN: 978-1-7360179-9-9, 9781736017999  
Publisher: Stukent, Price: \$69.99 USD

[Set Canvas so it notifies you](#) when I send out emails – get immediate notification.

**Library Guide:** <https://uncg.libguides.com/mkt429>

**Course Prerequisites:** MKT 422 Marketing Research or admission to a Bryan School approved program.

**Course Description:** This class explores the psychological and socioeconomic factors affecting consumer motivation, behavior and buying decisions. It places emphasis on current theory and research about the behavior of consumers as individuals and members of socioeconomic groups. Students can apply their knowledge with application-based projects.

**Course Objectives:** At the end of this course, you should be able to:

1. Apply the basic concepts of marketing and marketing strategy learned in other marketing courses. Get hands-on application of things learned.
2. Expand these basic skills through the addition of advanced marketing strategy concepts. This includes list pulls and the creation of marketing pieces.
3. Develop a full marketing plan for a business/organization with specific recommendations and marketing pieces.
4. Ability to work on your written/oral communication skills and collaborative working.

**Course Philosophy:** The course's purpose is to provide the student with the experience of working with a new or existing business/organization to develop and present a marketing plan. MKT 429 became a required course in the marketing major based on the faculty's belief that every student graduating with this major should have the experience of developing a "real" marketing plan (no fluff!!)

**Course Design:** This course will be divided into two equal sections.

First half will be a typical classroom-based format. We will review key concepts. You will complete three individual case studies, which focus on professional development and developing skills. You will earn a certificate for the consumer behavior simulation.

Second half you will meet with your team during the class period. Professor MacSween will provide input during class. Refer to the class schedule for deadlines.

**Course Format:**

- Attendance will be taken. You will be counted as absent if you leave during a lecture. You earn three points for each lecture day attended.
- Cell phone use during class is NOT allowed. You will receive a participation grade of zero if seen using your phone to text, message or search.
- All assignments must be uploaded Canvas with student names. Fifty points will be deducted for late individual assignments. Refer to the Marketing Plan document for point deductions.

**Course Coverage of Common Themes and Skill Set Areas:** This course will cover the following themes and skills as discussed below.

**Common Themes**

1. International (global) issues – some coverage.
2. Ethical issues – some coverage.
3. Legal and regulatory issues – some coverage.
4. Political issues – some coverage.
5. Environmental issues – significant coverage.
6. Technological issues – significant coverage.
7. Demographic Diversity (in the workplace) issues – some coverage.

**Skill Sets**

1. Written communication skills – extensive coverage.
2. Oral communication skills – extensive coverage.
3. Computer usage skills – extensive coverage.
4. Research skills (library and other sources) – extensive coverage.
5. Team/interpersonal skills – extensive coverage.

**This class requires a lot of work.** If you are taking a full load and trying to work 30 hours per week, perhaps this is NOT the time for you to take this course. The course also requires many group meetings about developing your marketing plan. If you will have difficulty meeting with your group outside class hours, you also should consider other course options. Failure to participate actively in your group will result in grade reductions since groups evaluate team members. Poor group participation will result in a low grade. Your team assigns up to 50 points on your participation grade.

## **Five Keys to Successful Semester**

1. Read each chapter prior to its discussion in class. This will help you keep up with the course. It will also make you familiar with key concepts that will be discussed.
2. Attend class. You are paying for this class and should attend. Slides ARE NOT posted on Canvas, so you will miss key points and important discussions. Items are discussed in class that you need to know to create a detailed marketing plan.
3. Ask questions and speak up during class. Class discussions are intended to encourage dialogue. If a question is asked, you should speak up. Class time is your opportunity to ask questions and get further clarification on concepts.
4. Look out for marketing everywhere you go. As you go about your day, be aware of marketing promotions, communications and channels. How are companies connecting with their customers? Sharing information? Trying to sell their products and services? Encouraging brand loyalty?
5. Actively participate in your team project. Preparation of the presentation will require work outside of class. This collaborative learning should be FUN and further your understanding of key concepts. Students who don't support the group project will receive a lower grade. Students are required to submit a peer evaluation form (printed copy).

## **Important Notes**

1. Slides **ARE NOT** posted on Canvas.
2. Office hours are available each week for review of slides and questions.
3. Quality, not quantity, is important for class participation and the marketing plan.
4. Each case study requires HOURS of preparation. You will spend WEEKS working on the marketing plan. These projects are preparing you to enter the workforce.

## **Inclement Weather**

This class will follow UNCG's policy on delays and cancellations due to weather.

## **Accommodations/ Americans with Disabilities Act (ADA)**

UNCG seeks to comply fully with the Americans with the ADA. Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, (336)334-5440, [oars.uncg.edu](http://oars.uncg.edu).

### **Academic Integrity (AI)**

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL: <https://osrr.uncg.edu/academic-integrity/>.

**Plagiarism, Falsification of Course Documents or Cheating** will not be tolerated. Please note that any violation of the AI Policy could result in failure of the course. Do your own work because an occurrence can equate to plagiarizing just one sentence from a consulted source. I will investigate if I suspect plagiarism and/or cheating. An AI violation occurs if you falsify a document (i.e., signing another student's name) for both students. A document AI violation stays on your permanent academic record. Refer to the AI link above for full details.

### **Religious Observance**

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. Students requesting a religious absence must notify the instructor of each absence 14 days in advance of the date of the religious observance. The request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization. Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

### **Attendance Policy for University-Sponsored Events**

The University recognizes the importance of certain extra-curricular and co-curricular activities (including travel days) that enhance student learning, personal development, and professional growth. Instructors will excuse absences of students for participation in University-sponsored events under the following conditions.

Students who expect to miss one or more class meetings due to participation in University-sponsored activities should:

- a. notify the instructor(s) at least five class days in advance;

- b. arrange to complete all missed work in advance of the absence whenever practicable as judged by the instructor(s). When missed work cannot be completed in advance, the instructor(s) should provide students with the opportunity to make up the work. Students should be aware, however, that not all kinds of work can be made up. The instructor(s) have the discretion to deny make-up work if (i) alternative assignments place an unreasonable demand on the instructor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning; and
- c. present relevant documentation of participation in a relevant University-sponsored activity to the instructor(s) upon request.

Students who expect to miss more than three class periods of any single course of any kind in a term in order to participate in University-sponsored activities should inform the instructor at the beginning of the course. In the case that the faculty member cannot make reasonable accommodations for make-up work, the student may appropriately be advised to drop the course.

### **COVID-19**

As we return for Fall 2022, all students, faculty, and staff and all visitors to campus are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. While face-coverings are optional in most areas on campus, individuals are encouraged to wear masks. All individuals and visitors to campus are asked to follow the following actions:

- Engaging in proper hand-washing hygiene.
- Self-monitoring for symptoms of COVID-19.
- Staying home when ill.
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.
- Completing a self-report when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive.
- Staying informed about the University's policies and announcements via the COVID-19 website.

Students who are ill, quarantining, or isolating should not attend in-person class meetings but should instead contact their instructor(s) so alternative arrangements for

learning and the submission of assignments can be made where possible. As we continue to manage COVID-19 on our campus, we are following the lead of the local health department and we will adjust our plans to balance student success, instructional requirements, and the hallmarks of the collegiate experience with the safety and wellbeing of our campus community.

**Health and Wellness**

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

**Grading:** The goal of this class is to learn how to create and implement a marketing plan. Your grade will be updated in Canvas.

<b>Item</b>	<b>%</b>
Three case studies (13% case one, 20% case two, 12% case three) Refer to each case study for point deductions	45%
Class Participation (photo, resumes, attendance and participation)	5%
Marketing Plan	50%
• Three submissions (six points each)	18%
• Draft survey	4%
• Content of marketing plan	74%
• Oral presentation of plan	4%
<b>TOTAL</b>	<b>100%</b>

**Grading Scale:** Final grades will be assigned as follows:

93-100 = A	80-82.9 = B-	67-69.9 = D+
90-92.9 = A-	77-79.9 = C+	63-66.9 = D
87-89.9 = B+	73-76.9 = C	60-62.9 = D-
83-86.9 = B	70-72.9 = C-	61 – 0 = F

**Midterm Grades-** they will be entered in Genie by Friday, February 24 so you are aware of your progress in this course.

**Case Study Rubric** – refer to Canvas for details on each of the three case studies. Each case study requires HOURS OF WORK. Don’t wait to the last minute! These are individual assignments that provide hands-on experience with marketing planning and pieces. You decide the best format to market your product/service. 50 points deducted for late submissions.

**Class Participation Grading Rubric** – counts for 5% of grade

Points	Item
5 points	Upload your photo and bio to your Canvas profile page by Tues, Jan 10.
5 points	Bring two printed copies of your resume, one with an attached photo the second day of class (Thurs, Jan 12).
20 points	Attendance and participation during lecture days.
20 points	Attendance for speaker days (31 Jan; 7/21 Feb; 2/14 March).
50 points	Participation with your team during class working sessions. You get AMPLE time to work on this during class time, so SHOW UP! These points are assigned by your team members.

**Marketing Plan Grading Rubric** – includes three plan submissions, draft survey, marketing plan and oral presentation. The clients will have the full plan to review. Your slide deck should contain **20-25 slides**, so include the most interesting findings. Your team will be given a one-hour slot with the client, so they have time to ask questions.

Points	Item	Earned
18	Level of detail in Submission 1, 2 and 3	
4	Draft Survey	
74	Content of marketing plan	
	• Executive Summary (4 points)	
	• Mission (2 points)	
	• Objectives with specific timing (4 points)	
	• Marketplace Trends and Marketplace Gap (5 points)	
	• Situation Analysis - SWOT (3 points)	
	• Competitor Comparison Table (3 points)	
	• Brand Matrix (3 points)	
	• Online Analysis (5 points)	
	• Influencers (4 points)	
	• Customer Analytics (6 points)	
	• Primary Research (6 points)	
	• Marketing Strategy (8 points)	
	• Marketing Mix (8 points)	
	• Implementation Plan and Evaluation (5 points)	
	• Level of professional recommendations (2 points)	
	• Variety of marketing pieces included in the Appendix (6 points)	
4	Presentation of plan	
	• Professional dress (1 point)	
	• Introduction of team members (1 point)	
	• Verbal fillers (um, like, you know, kinda, etc.) (2 points)	
<b>Point Deductions:</b>		
	• Five points for late submission of work (each time).	
	• 10 points for student that doesn't attend the editing day.	
	• 10 points will be deducted for the team member w/out an evaluation form.	
	• Up to 30 points for typos and grammatical errors in plan or presentation slides.	

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| • Up to 50 points for students that don't participate per the evaluation form. |  |
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### **Market Research Survey** - <https://uncg.qualtrics.com/>

Student teams with a B2C client will create a survey with Qualtrics. You will receive up to four points for the draft survey towards your marketing plan grade.

Students with a B2C client will write a list of questions to ask current clients. The client will provide contact details of potential clients so you can email the questions and follow-up with a call. All answers need to be transcribed.

### **Class Expectations**

As **instructor**, I have the following responsibilities:

1. Come prepared to every class with slides and discussion materials.
2. Design my class so you will understand how a marketer uses their understanding of consumer behavior to connect with consumers and prospective consumers.
3. Consider that it is not always your fault if you don't understand the material.
4. Create a mutually respectful classroom environment.
5. Provide examples of how marketing translates to B-C and B-B.
6. Be available to students to review slides and answer questions.
7. Provide detailed comments on your marketing plans.
8. Allow time in class for discussion and questions.

As **students**, you have the following responsibilities:

1. Turn off your phone so you can focus on the lecture. Students using their phones during class will receive a participation grade of zero for that day.
2. Come prepared to every class by reviewing previous notes and reading the material. It's amazing how things make sense when you read before class!
3. It is not always the instructor's fault when you don't understand the material.
4. Treat others (including the instructor) with respect.
5. Ask questions when you don't understand. Asking questions is a sign of maturity - not ignorance. Marketers ask their customers a lot of questions.
6. If you are concerned about your grade or progress, schedule an appointment. Address the situation before it is too late to do anything about it.
7. Don't WAIT UNTIL THE LAST MINUTE to do your work.



## **MKT 429-02 Spring 2023 Class Schedule (refer to Canvas for changes)**

Extra credit for AMA and NCSI Student Business Group (SBG) @ 4 pm on Tuesdays in Bryan 225. Also earn for Spotlights. Dates will be emailed.

<b>Date</b>	<b>Activity</b>
Tues, Jan 10	Course introduction; add photo/bio to Canvas profile page; discuss Case Study 1
Thurs, Jan 12	Chapter 3 (Segmentation); bring two printed copies of your resume (one with attached photo)
Tues, Jan 17	Chapter 4 (Targeting); in-class activity
Thurs, Jan 19	Chapter 5 (Positioning); in-class activity
Sun, Jan 22	<b>Individual Case Study 1 due by midnight</b>
Tues, Jan 24	Chapter 6 and 8 (Product); discuss Case Study 2
Thurs, Jan 26	Chapter 9 (Pricing); in-class activity
Tues, Jan 31	<b>Cintas visit on campus</b>
Thurs, Feb 2	Chapter 10 (Channels of Distribution and Logistics); in-class activity
Tues, Feb 7	<b>Zoom call with AT&amp;T</b>
Thurs, Feb 9	No class – work on Case Study 2
Sun, Feb 12	<b>Individual Case Study 2 due by midnight</b>
Tues, Feb 14	Chapter 14 (Customer Satisfaction and Relationships); discuss simulation
Thurs, Feb 16	Marketing Plan Review; prepare questions for Q&A session
Tues, Feb 21	<b>TPx visit on campus</b>
Thurs, Feb 23	Q&A session with company representative via Zoom (business casual dress)
Tues, Feb 28	In-class group work on Submission 1
Thurs, Mar 2	<b>OpsVeda visit on campus; Mimic Simulation due by midnight</b>
<b>Week of 6 Mar</b>	<b>Spring Break – Have Fun!</b>
Tues, Mar 14	<b>TEKsystems visit on campus</b>
Thurs, Mar 16	In-class group work on Submission 1
Tues, Mar 21	In-class group work on Submission 1
	<b>MEHT Gala – 6 pm in the Alumni House</b>
Thurs, Mar 23	In-class group work on Submission 1; <b>Submission 1 of Mission, Objectives, Marketplace Trends and Marketplace Gap, Situation Analysis – SWOT and Competitor Analysis Table</b>
Tues, Mar 28	Survey review; in-class work on survey
Thurs, Mar 30	In-class group work on Submission 2; <b>upload draft survey by midnight</b>
Tues, Apr 4	In-class group work on Submission 2
Thurs, Apr 6	In-class group work on Submission 2; <b>Submission 2 of Brand Matrix, Online Analysis, Influencers, Customer Analytics and Primary Research (questions, initial results and recommendations)</b>
Tues, Apr 11	In-class group work on Submission 3
Thurs, Apr 13	In-class group work on Submission 3
Tues, Apr 18	In-class group work on Submission 3
Thurs, April 20	In-class group work on Submission 3; <b>Submission 3 of Executive Summary, Marketing Strategy, Marketing Mix, Implementation Plan and Evaluation and Appendix Items</b>
Sun, April 23	<b>Upload FULL PLAN by midnight</b>
<b>Tues, April 25</b>	<b>MANDATORY PLAN EDITING CLASS</b>
Thurs, April 27	<b>Upload FINAL plan and slide deck</b>
Tues, May 2	Presentations via Zoom from 12 – 1.30 pm

## **Marketing 429**

### **Policy on and Procedure for Dismissing a Student from a Student Group**

Marketing 429 includes group work for credit. Learning to work in groups and practicing the skills involved in group work are important aspects of this course and of an undergraduate business education. Further, these skills are important if our graduates are to succeed in the organizations for which they will work. The syllabus for Marketing 429 indicates that successful completion of the course will require participation in group work. Registering for the course is a commitment by students to participate in the required group work.

However, we are aware that some students complain because students in their groups do not participate and/or do not carry out their part of the group's work but still get credit for the group's grade on submitted work. The following procedure provides groups with a procedure to deal with this problem if it arises.

If a student group concludes that one of its members is not participating at an acceptable level in the group's work, the group must inform the student of the ways in which the student's participation is not acceptable. Examples of unacceptable participation would include, but not be limited to, consistent failure to attend group meetings or participate in group communications, consistent failure to perform his/her share of the group's work, and inappropriate/non-constructive behavior in group meetings or communications. This notice must be in writing and signed by all the other group members. The group must provide two copies to the instructor, who will give one copy to the subject student by the next class meeting.

If the student, once notified by the group, does not immediately improve his/her participation to an acceptable level, the remaining members of the group may dismiss the offending student from membership in the group. The other group members must communicate such dismissal to the student in writing with all the other group members signing the communication. The group must submit a copy of this communication to the instructor.

The dismissed student may appeal the dismissal by writing to the course instructor within one class day after receiving the notice. In such case, the instructor will meet with the student and with the other members of the group as soon as possible. The instructor will make a final determination and inform the dismissed student and the other members of his decision.

If the group dismisses the student from the group, the student will receive none of the possible points, which students can earn through the "peer evaluation" portion of a student's grade. The student will receive credit for any group work submitted to the instructor prior to the time of dismissal but will receive no credit for work the group submits after dismissal.